



## CASE STUDY



### Company

Copper Leaf Creative

### Site

[copperleafcreative.com](http://copperleafcreative.com)

### Challenge

Security issues, lack of scale

### Results

Improved security,  
massive scalability

# Scaling Up For A New York State Of Mind

WITH WP ENGINE, COPPER LEAF CREATIVE IS CONFIDENT ITS CLIENTS CAN SURVIVE THE SPIKE

## The Company

Copper Leaf Creative ([www.copperleafcreative.com/](http://www.copperleafcreative.com/)) is a WordPress website and business design agency that builds websites “with purpose, on purpose.”



## The Challenge

A number of Copper Leaf Creative client sites were hacked around Christmas 2011. It was then and there that Copper Leaf founder Gordon Seirup said he knew something had to change. He needed to find a proactive hosting solution, not another “run it yourself” operation.

At the same time, Copper Leaf was working with customers whose sites demanded massive scale. For example, the firm’s largest client at the time, The Paramount, a theater and concert hall in Huntington, NY, often saw massive traffic spikes for major show announcements and ticket sales.

Copper Leaf needed a solution that scales for its clients, so it could confidently recommend hosting that helps fuel client success.

And that scale was truly put to the test in October 2012, when The Paramount announced a surprise show featuring Long Island hometown favorite Billy Joel, and gave Copper Leaf Creative roughly 17 minutes’ notice before ticket sales went live.

“We’re about to get hit by a truck,” Seirup remembers thinking.



## The Solution

Fortunately for Seirup, shortly before the Billy Joel announcement, Copper Leaf had moved many of its clients, including The Paramount, to WP Engine's managed WordPress hosting platform.

Copper Leaf currently has two large multisite networks, one with about 100 active clients, another with roughly 30 on the WP Engine platform. Copper Leaf also has 20 customers with their own individual installs.

Each of Copper Leaf Creative's customers' sites are maintained with a "WP Professionally Managed" Plan, an exclusive white-glove hosting and management service backed on WP Engine's managed WordPress hosting platform and extended by Copper Leaf's added service and personal client relationship.

"As we continue to grow, WP Engine has been an invaluable resource in serving our ever-larger clients' needs," said Seirup. "I regularly use their staff as a sounding board to ensure what we build will be sustainable, fast, and reliable for our clients."



## The Results

The Paramount's WP Engine-powered site was able to immediately scale to accommodate several thousand visitors per hour when the Billy Joel show was announced. And the traffic onslaught continued throughout the day, with roughly 3,000 visitors recorded each hour for the 1,555-capacity theater.

"The Paramount site did an average month's worth of traffic in an hour with no hiccups, no failover. It was flawless," Seirup said.

For Seirup, the site's performance under a Billy Joel-fueled traffic spike was just the validation he needed that moving clients to WP Engine was the right decision for Copper Leaf.

"You want to survive your Oprah moment. Having a big ticket client like that on commodity hosting, the site would've crashed. There's nothing worse than getting your big break and failing," Seirup said.

Along with scale, Copper Leaf is enjoying myriad other benefits on the WP Engine platform, benefits that help the agency continue to grow its business and engage new clients.

"WP Engine gives me a great sales tool," Seirup said. "I can show the value of a faster development process and the power of spinning up an install in two minutes versus 45 to 60 minutes. I can walk into a meeting and cite that WP Engine is the leader in managed WordPress hosting."

Additionally, the uptime and support have been game-changers, Seirup said.

"There are so many great features that make site management and maintenance a delight. It's just great," he said.

Overall, Seirup and Copper Leaf value WP Engine's business-first approach, which is in line with Copper Leaf's own approach to its customers.

"We understand our clients' business first, and ensure the platform we put them on is available, reliable, and scalable. When a client asks, can you handle it? I can say 'yes' without hesitation," he said.

## About WP Engine

WP Engine powers amazing digital experiences for websites and applications built on WordPress. The company's premium managed hosting platform provides the performance, reliability and security required by the biggest brands in the world, while remaining affordable and intuitive for smaller businesses and individuals. Companies of all sizes rely on WP Engine's award-winning customer service team to quickly solve technical problems, and create a world-class customer experience. Founded in 2010, WP Engine is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, and London, England.